



EAU CLAIRE TRANSIT

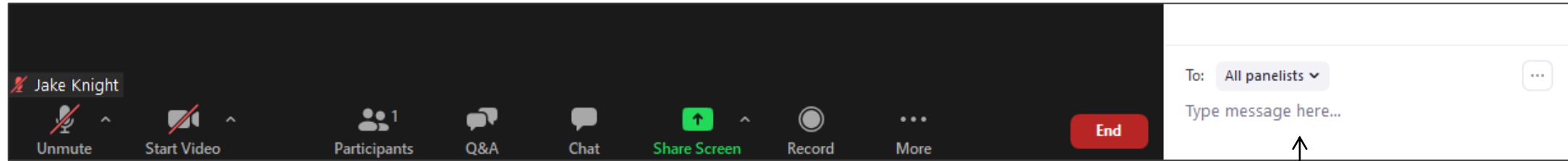
Enjoy the ride.

Transit Development Plan

Virtual Open House

October 1, 2020 | 5:30-7:00p

Meeting Logistics



All attendees
default as
muted

Open Chat box

Submit questions

Submit
questions
via chat

Agenda

- Meeting purpose
- Project overview
 - Existing conditions + needs assessment summary
 - Public engagement summary
- Draft service recommendations
- Questions and answers
- Next steps

Meeting Purpose

- Summarize project work completed to date
- Introduce draft service recommendations
- Collect comments
- Address questions
- Share how you can participate and shape the project

Learn More + Submit Your Comments

- Online [comment map](#) to share location-specific comments (comments closing 10/6)
- Online [service recommendations presentation and survey](#) (comments closing 10/6)
- Virtual meetings by request
- Email comments to transit@eauclairewi.gov
- Call 715-839-5111

Project Overview

Purpose

To develop a five-year plan to guide Eau Claire Transit service, with an emphasis on future needs and sustainable growth

- Evaluate existing conditions
- Conduct authentic public engagement
- Develop recommendations to address community needs



Project Overview

	2019			2020									
	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.
Existing Conditions + Needs Assessment													
Transit System Goals and Objectives													
Community + Demographic Analysis													
Peer Performance Analysis													
Systemwide Review													
Route Review													
Public + Stakeholder Engagement													
Project Management Team Meetings													
Meetings with Community													
Surveys													
Transit Commission Meeting Updates													
Recommendations													
Service Recommendations													
Policy & Strategic Recommendations													
Draft + Final Report													

Remaining Project Schedule

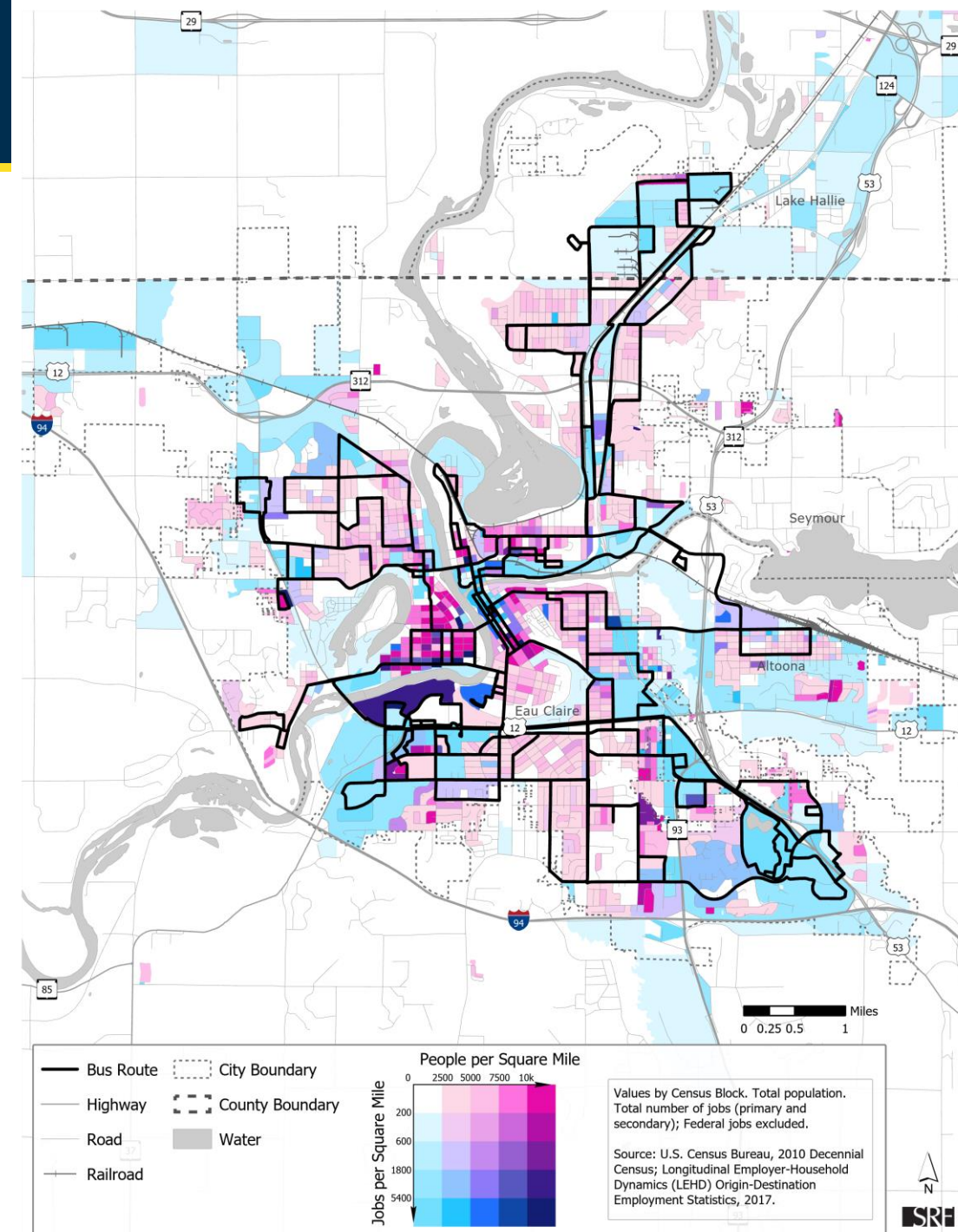
- September: Collect feedback on recommendations
- Early October: Refine recommendations and distribute draft TDP report
- October 21: Present to Transit Commission
- Week of October 26: Present to City Council for adoption

Existing Conditions + Needs Assessment

- Service summary
- Community + demographic review
- System performance
- Peer comparison
- Route profiles

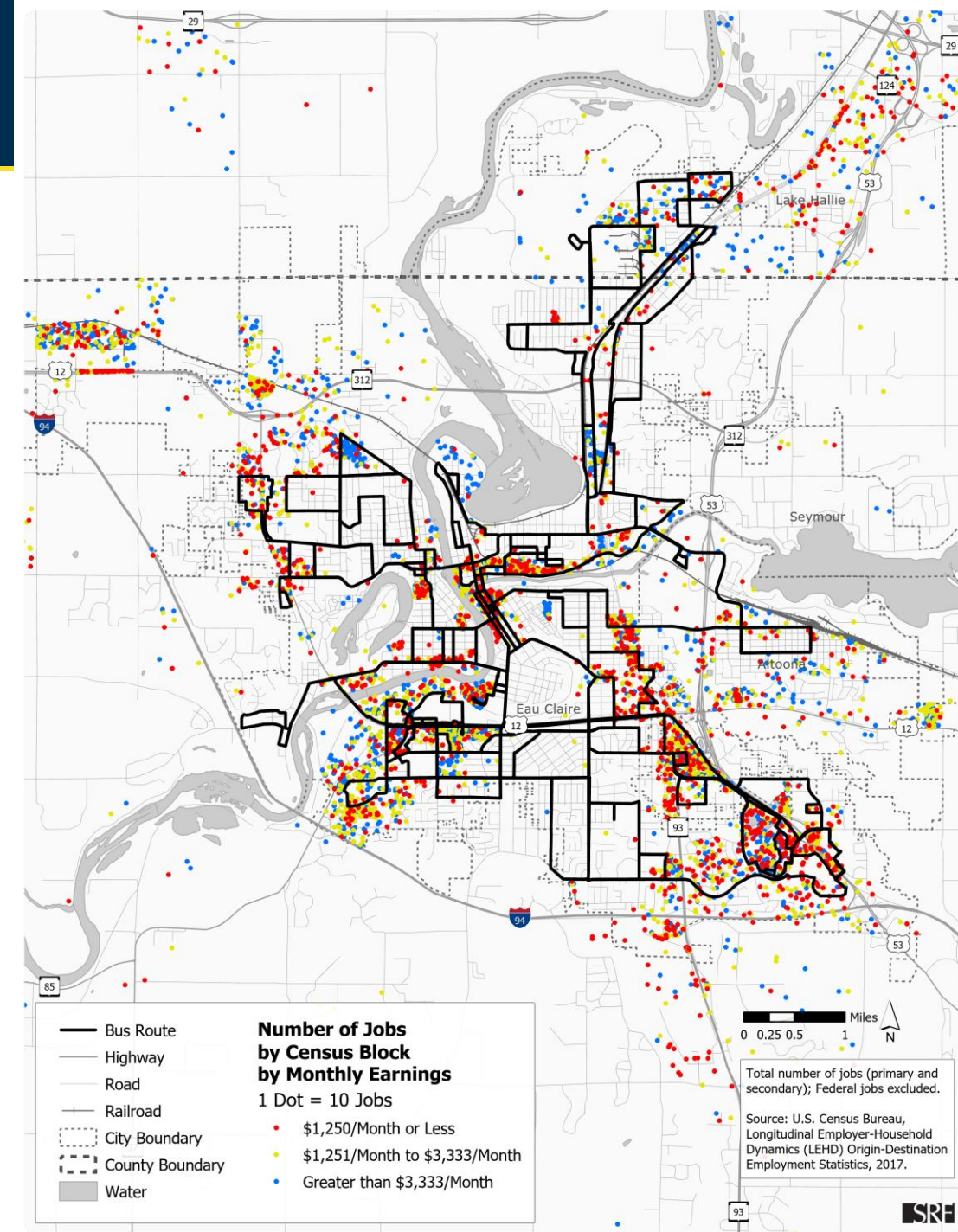
Community + Demographic Review

- Residential density
- Job density
- Activity density
- Jobs by earnings
- People of color
- Low-income population
- Zero-vehicle households
- Single-parent households
- Seniors (65+)
- Ages 18-24
- Ages 25-29



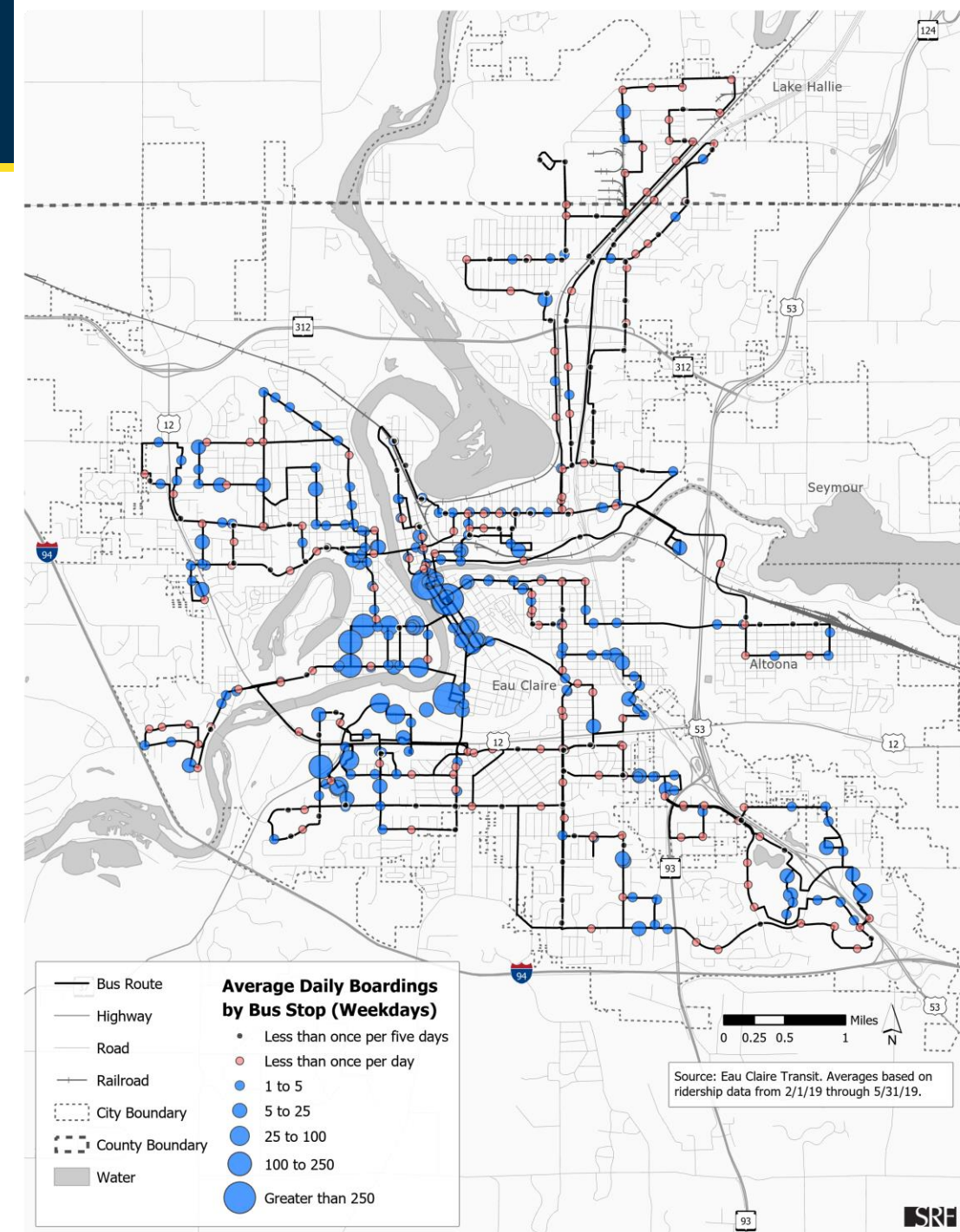
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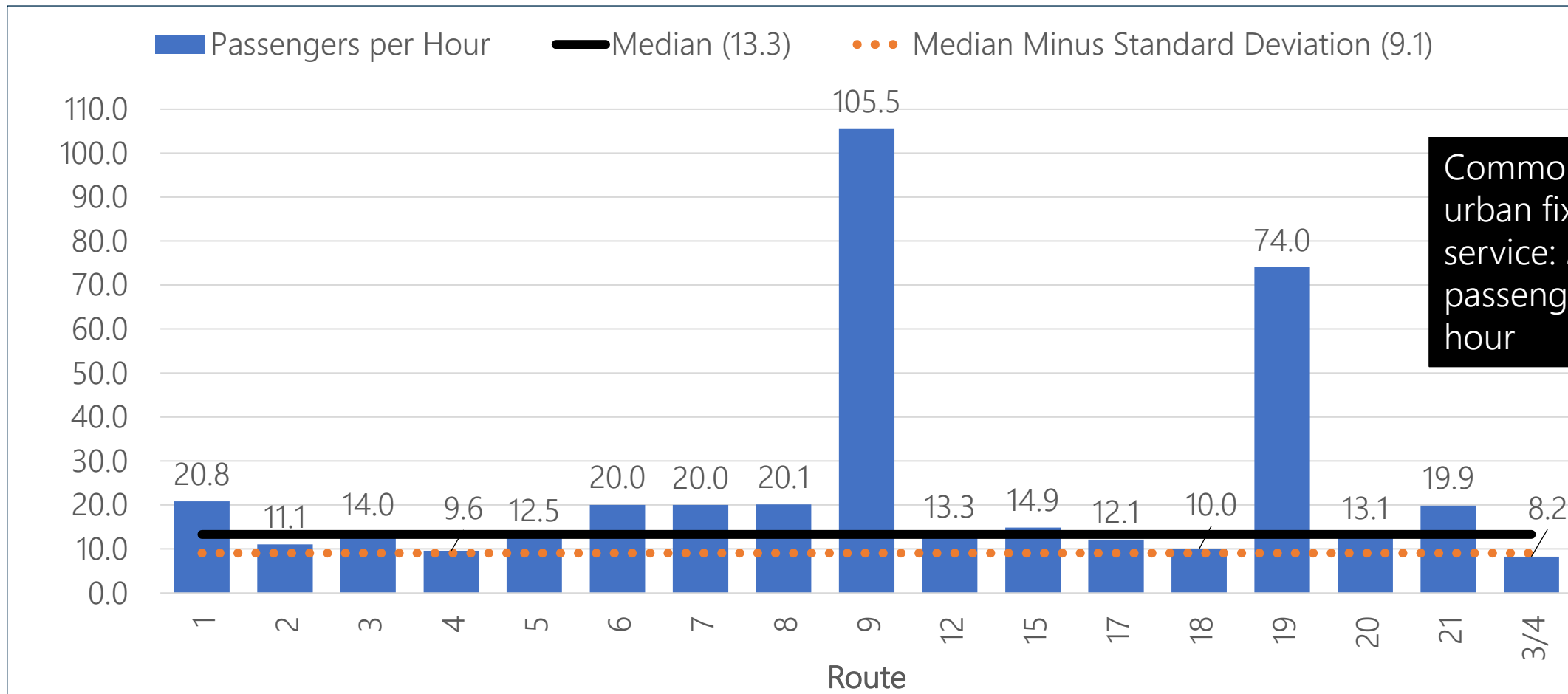
Ridership by Stop

- Average daily boardings
 - By stop
 - By day
 - By time of day
- Example shown
 - Weekday
 - By stop
 - All routes
 - Data: February – May 2019



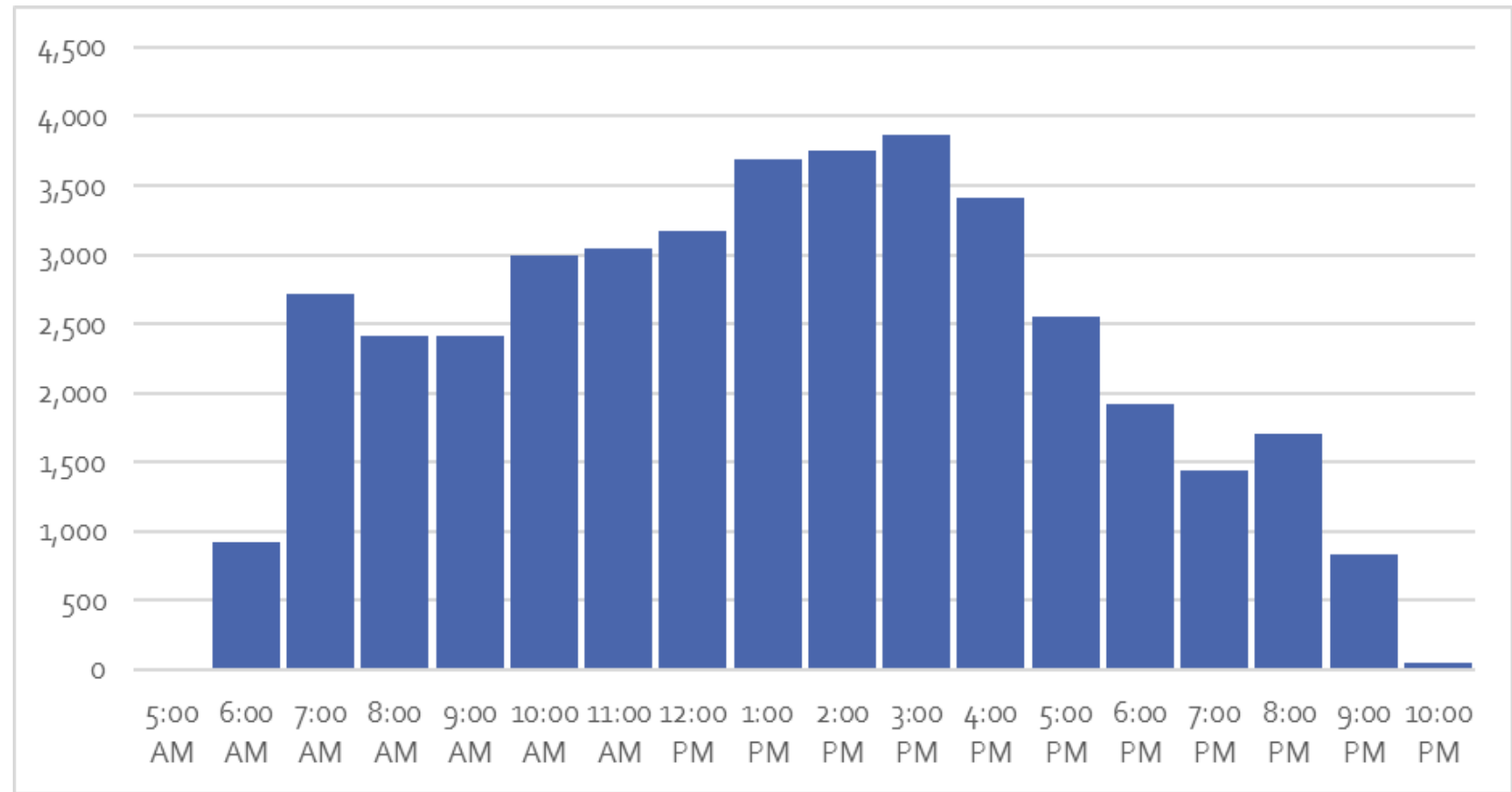
Route-Level Ridership and Performance

Route Productivity



Route-Level Ridership and Performance

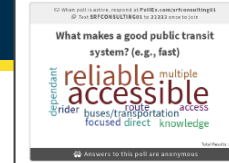
- Annual ridership by time of day
- Example shown: Route 1



Public Engagement Strategies

- Open houses
- Informal “pop-up” meetings in the community
- Interviews and small group discussions with stakeholders
 - Examples: Chamber of Commerce, UWEC Student Senate, community groups, business leaders, etc.

What makes a good public transit system? (e.g., fast)



Responses

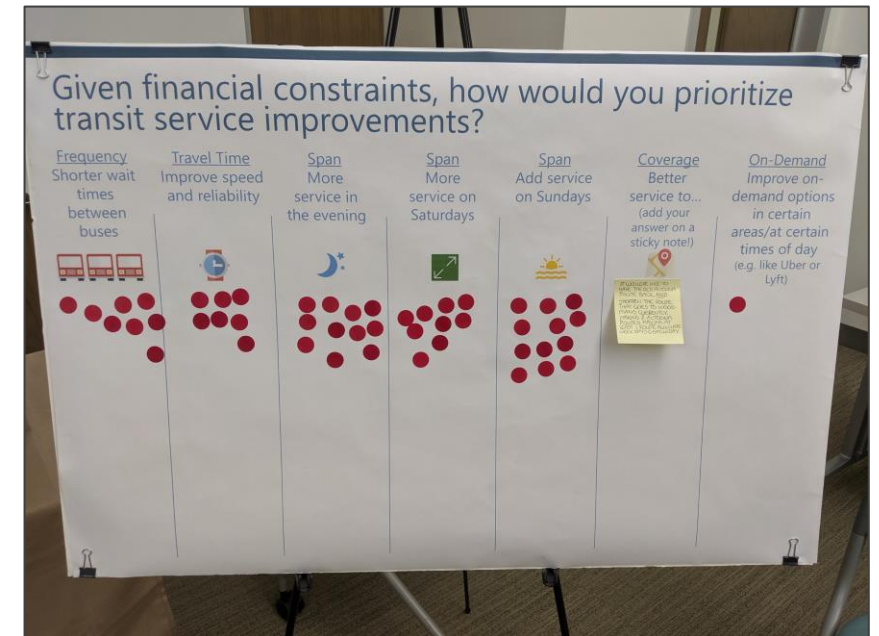
Multiple buses/transportation on a route Rider focused Consistent
Knowledge Reliable Accessible A Dependant A
Frequency Accessible Direct access Accessibility Reliable

How could Eau Claire Transit service be improved?



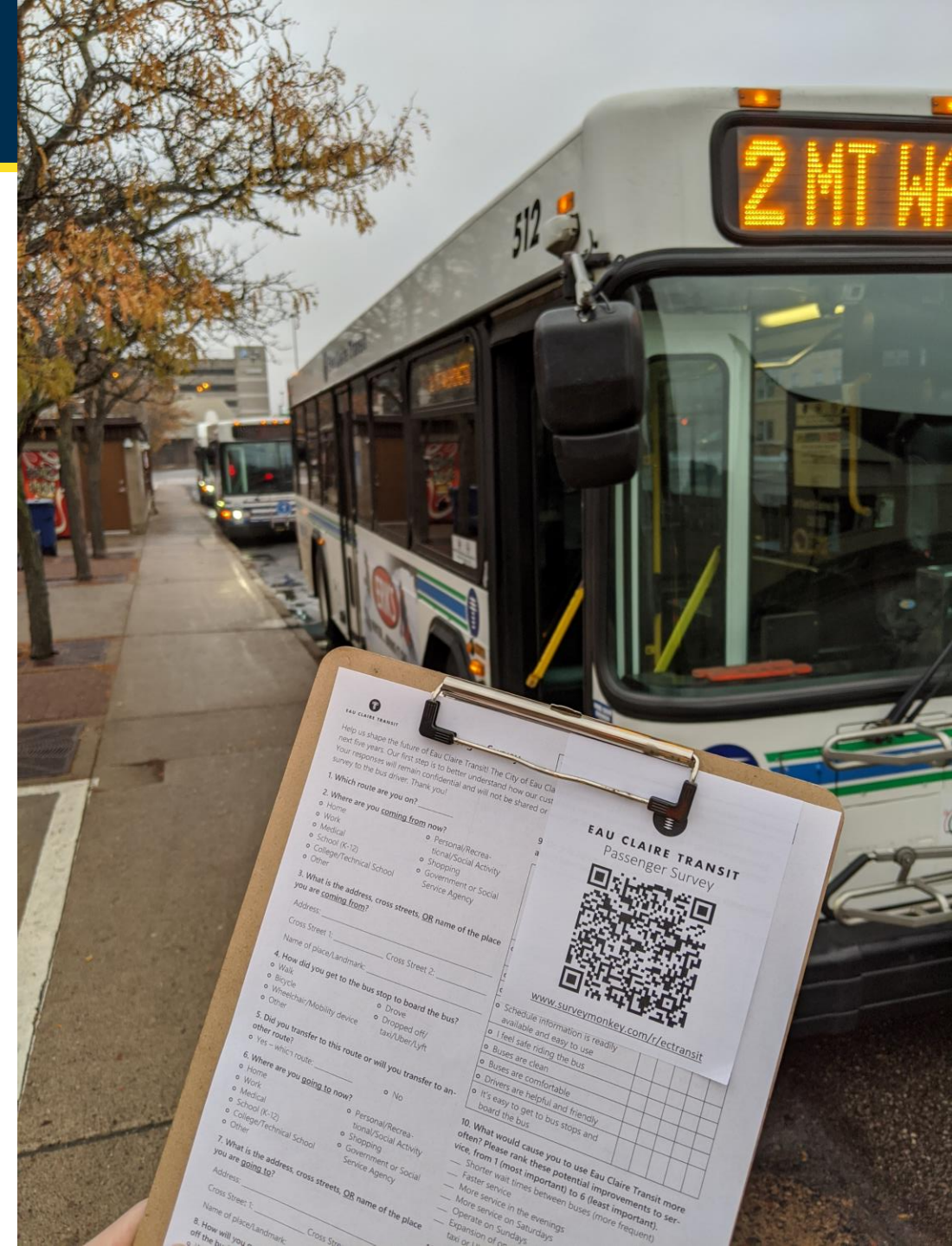
Responses

Weather-shelters More 19 and 9 routes Multiple busses
Heated bus stops and wind shelters Time consistency Better website
Direct routes Cut down on wait times Communication
Improved app about location for students Cleaner communication
App Clear_Website Website Improve ride quality



Public Engagement Strategies

- Passenger Survey: 426 responses
 - Distributed aboard buses and at major bus stops
 - Online and paper options
 - Half students (UWEC, CVTC, or K12)
- Community Survey: 413 responses
 - Distributed online and available on paper
 - 40% use ECT regularly



Public Engagement: What We Heard

- The community values transit
- Non-users perceive transit as inconvenient option
- High customer satisfaction, but areas for improvement
 - Workforce transportation
 - Add Sunday service
 - Weeknight and Saturday service improvements
 - More frequent service
 - More service options for middle and high school students
- Priorities differ by demographics

Service Recommendations

DRAFT

Draft Service Recommendations

- Online [draft service recommendations presentation and survey](#)
 - Link also available at [ECBus.org](#) and [facebook.com/cityofectransit](#)
- Review and provide comments
- Your input will inform which recommendations are carried forward, and how we update and prioritize service recommendations

Questions or comments on draft service recommendations?

Learn More + Submit Your Comments

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Questions? Comments?

Thank You!

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